

Team Las Vegas



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Primary Faculty Contact:

Eric Weber

University of Nevada, Las Vegas

School of Architecture

4505 S. Maryland Parkway

Las Vegas, NV 89154

eric.weber@unlv.edu

Primary Student Contact:

Ryan Manthei

University of Nevada, Las Vegas

School of Architecture

4505 S. Maryland Parkway

Las Vegas, NV 89154

mantheir@unlv.nevada.edu



U.S. DEPARTMENT OF ENERGY

SOLAR DECATHLON

UNLV

Communication Strategies

The communications strategy for Team Las Vegas is born from and aligns greatly with the university's overall mission to become a top tier national public research institution in research, education, and community impact by 2025. The Solar Decathlon is an ideal representation of the intersection of these three important goals and offers unparalleled opportunities for student team members to collaborate with professional communicators to achieve project communications objectives and strengthen pathways to impact.

To support interdisciplinary collaboration, student team members will receive guidance on communications best practices from professionals in the university's College of Fine Arts, College of Engineering, Division of Research & Economic Development, and Integrated Marketing and Branding. Broadly, the communications strategy will integrate all of the project's technical elements, public outreach education and exhibits, scholarly articles and contributions, and stakeholder advocacy efforts.



Community Outreach, Education, and Engagement in Local Markets

Understanding our target audience is fundamental to Team Las Vegas' strategy. The better we know our audiences, the better our chances to educate and inspire them. Our core internal/external audiences include: General public, Military and Military Veteran Community, related service organizations, Prospective Industry Partners/ Influencers, UNLV alumni, current/ prospective donors and supporters, UNLV and broader Nevada System of Higher Education (students, faculty, staff). To capture and deliver these messages, our communications strategy will encompass a variety of tactics that will showcase student team member skills in public relations, internal communications, website communication, proactive media outreach, social media, video production, and public exhibits and events.

The strategy will successfully educate and motivate our core audiences by delivering clear and consistent messaging in support of a vision that innovative, affordable, and energy efficient homes are possible now for those in our community who need it most. Supporting messages will highlight the unique opportunity students have to elevate their classroom experience through hands-on learning with university and industry partners; the technological and architectural innovations within the home that drive market appeal, and community solutions realized through the project and its concept as respite for military veterans.

Target Audience Engagement

For veterans suffering from the effects of wartime trauma, Mojave Bloom provides a healing oasis in the middle of the harsh Mojave Desert through a calculated polyphony of sensory experiences. Mojave Bloom can be easily manipulated to fit each day's unique needs, giving our resident the empowerment to control their activities, their reaction to the Vegas Valley weather conditions, and their unique need for either more privacy or more social connection as they heal.

Efficient mechanical systems and the solidity of the enclosure provide comfort while lighting, sound, and air are used to address insomnia, and other symptoms of PTSD. With this efficient and deliberate design, Mojave Bloom maximizes efficiency and comfort so the occupant can focus on healing, helping them to reintegrate into their lives and families.

Target Audience Engagement

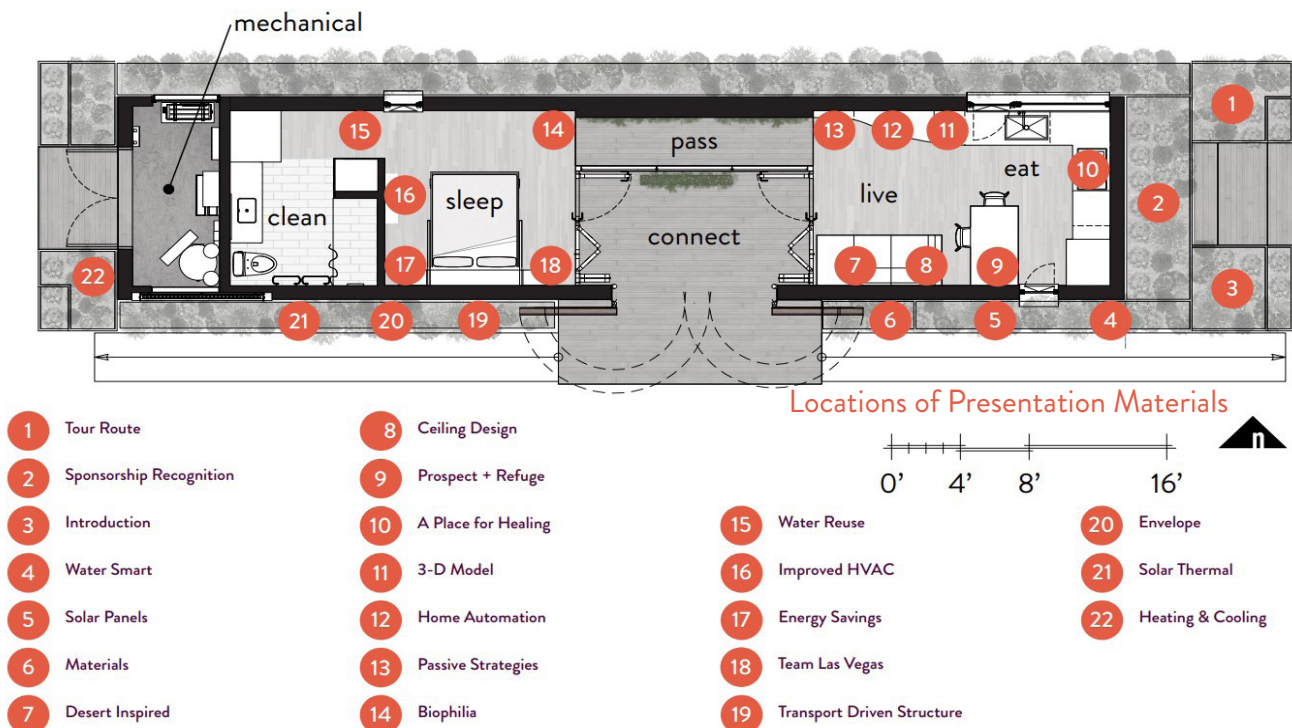


Public Exhibit

To provide our visitors with the best viewing experience, Team Las Vegas will implement a systematic public exhibit strategy that incorporates organization, information, accessibility, and customer service. The team will ensure organization by designating a clear exhibit path around the home and grounds. Way finding and informational signage will guide visitors through each part of the house.

Team Las Vegas will install information panels that describe and explain the design features and innovations in the house. We will use clear, understandable, and accessible text and simple graphics, photos and illustrations to ensure visitors understand and appreciate the home's Desert Bloom concept. Team Las Vegas members will assist, guide, and interact with the visitors, answering questions, highlighting key features, and sparking conversation about the importance of affordable, sustainable housing.

A Healing Tour



Social Media and Public Relations

The project website is a one-stop shop for key audiences looking to connect with or learn about Team Las Vegas. It is a repository for key project data and milestones, a general resource for news and information about the team, its concept, and its successes. Students will identify and secure a URL, develop/maintain the website, and track visitor engagement. Every effort will be made to ensure the website is accessible to all audiences, as students can request assistance from the UNLV Office of Accessibility Resources. A unique and identifiable logo was created for the team that captures the essence of Desert Bloom but with connections to the university's existing brand standards. Natural synergies exist between media and public relations, social media, and video production, and all feature prominently in our communications strategy.

The team will utilize these tools to spark conversations, to engage and educate existing and potential stakeholders, to archive and celebrate milestones, and to highlight the innovation and ingenuity of Team Las Vegas. The team will work with the UNLV Film Department to document Team Las Vegas' journey, generating content to support social media, media outreach, web and feature storytelling. The team will also be active on social media, using targeted campaigns to build and sustain our audiences. We will seek opportunities to collaborate with university and student news sources, which include the student newspaper, on-campus radio and television stations, and the university's print and electronic publications.

Social Media and Public Relations (Continued)

<https://www.facebook.com UNLVSD2020>

Social Media Data compiled as of February 2021

Targeted media outreach will drive consistent visibility and recognition for the project. The team will create a media outreach calendar through 2020, but will remain nimble to capitalize on related topics and trends as opportunities exist in the news cycle. The team will use an existing network of media contacts and seek new opportunities through targeted local and specialty/trade media (print, radio, digital-native and broadcast). Team members will also engage with the UNLV Office of Media Relations, which will deliver workshops on media story development, pitching, and on media training.



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@MojaveBloom



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@unlvsd2020

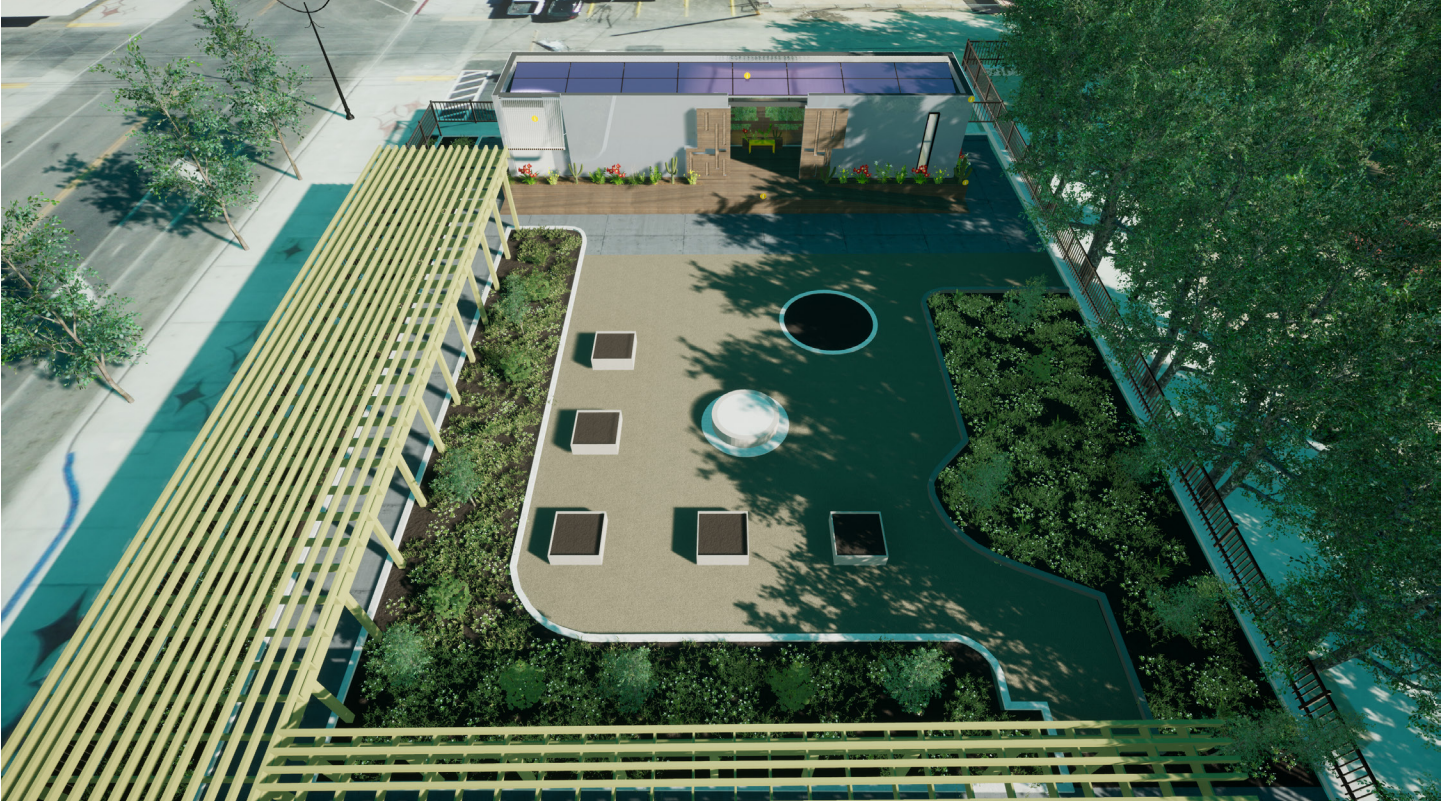


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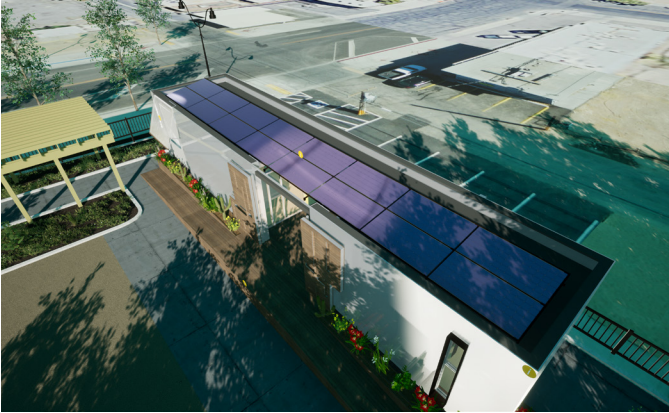


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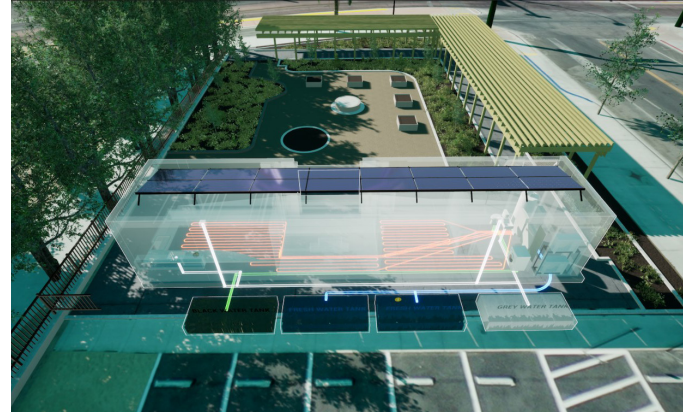
A Real-Time Interactive Virtual Experience



Realising that the challenges of COVID-19 may not permit our audience in-person visits of our building upon completion, we developed a virtual, real-time interactive 3D model by using video game technology to visualize the building's Landscape, Architecture, MEP, HVAC and Structural systems in high definition. We plan to embed this interactive model within our website using 3D streaming technology which allows our audience remote access to interactively navigate the model in realtime, view its embedded data sheets and other features on any mobile or pc device connected to the internet.



Landscape & Architecture Mode



Mechanical, Electrical & Plumbing Mode



Heating Ventilation & Air-Conditioning Mode



Structure Mode

Our real-time virtual 3D model features an interactive user interface that allows our audience to experience various points of interests within the model to learn more information about the building's component and features. The model gives our audience the ability to toggle between four different modes including "L&A, MEP, HVAC and Structures" with each mode having designated camera angles and "points of interests" that can be clicked on to reveal either an information sheet, or an embedded video file that explains the component being viewed. By creating a data-rich, immersive and interactive real-time 3D model, our team guarantees access to visit and learn about our building, without having to set foot on it.